



Treinamento MMEs



Overview

Treinamento MMEs is a preparatory project designed to simulate the second phase of the admission process for the Albert Einstein Medical School (Sao Paulo, Brazil), specifically focused on preparing candidates for Multiple Mini-Interviews (MMEs). These interviews assess socio-emotional skills like communication, empathy, critical thinking, and teamwork through a series of eight stations, where candidates are exposed to scenarios similar to those in the official selection process.

The training provides a real-time simulation, both online and in person, mimicking the interview format to help candidates perform their best and reduce anxiety. After the training, participants receive personalized feedback and a comprehensive digital booklet with tips, scenarios, and guidelines to improve their performance.



Contributions

In December 2022, I joined Treinamento MMEs and took on a role in the project's rebranding and marketing transformation. My contributions focused on redefining the brand's identity and implementing a new marketing strategy that emphasized organic media and proactive customer outreach through social media platforms.

I was also involved in improving our business plans, setting actionable marketing goals, and collaborating with Giovanni Favaretto to produce marketing content. These efforts not only improved the project's overall branding but also elevated its visibility and appeal, positioning the business as a standout in its market.

One of my primary responsibilities was managing the Instagram page, which served as the cornerstone of the project's marketing efforts. I helped develop and execute a content strategy centered on consistent, high-quality posts and targeted outreach campaigns. This strategic approach helped us expand our customer base, enhance brand loyalty, and increase the perceived value of our offerings. By refining our pricing strategies and aligning them with the elevated product value, we achieved significant growth in both revenue and profitability, ensuring the success of our marketing efforts and of the business.



Accomplishments

- Increased total number of sales by 103%
- Increased total revenue by 209%
- Increased Average Order Value by 52%
- Rebranded and redesigned visual identity of the business
- Enhanced brand's image and credibility

The data was compared with numbers from the same month of the previous year (Dec 2022)

